

ATTACHMENT D – STANDARD AWARD

TITLE OF PROPOSAL:

SUBMITTING ORGANIZATION:

NAME/ADDRESS/PHONE/E-MAIL of CONTACT PERSONS:

BRIEF SUMMARY OF PROJECT (250 – 400 words):

ATTACHMENT E – EXPRESS AWARD

TITLE OF PROPOSAL:

SUBMITTING ORGANIZATION:

NAME/ADDRESS/PHONE/E-MAIL of CONTACT PERSONS:

BRIEF SUMMARY OF PROJECT (250 words):

ATTACHMENT F – STANDARD AWARD

SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods

TARGET COMMUNITIES MATRIX:

Target Community	Methods	Timeframe	Measures	Evaluation Methods

PARTNERS MATRIX:

Partners	Methods	Timeframe	Measures	Evaluation Methods

EXAMPLE SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
Develop a collection of consumer-oriented materials related to HIV/AIDS and a bibliography describing key resources	Identify materials; Acquire materials; Create two bibliographies	First round - Oct. 1995; Second round - Feb. 1996	Collection funds expended; Adequacy of the collection; Comparison of collection vs. questions asked	Comparison of use log with collection
Develop electronic collection	CD-ROM; Home page; Install and setup machines; Documentation	May 1996	Resources identified; Access provided; Comparison of resources with use	Completion of tasks; Assess use of different electronic resources
Raise level of awareness of Info Ctr services with HIV/AIDS organizations and with individuals in the county	Create brochure; Identify target groups; Make contacts	March 1996; March 1996; April 1996	Development and use of mailing lists; Development and distribution of fact sheets and brochures; County-wide awareness levels; Referrals by organizations	Completion of tasks
Provide print and electronic information to HIV/AIDS affected populations	Info Ctr service	Ongoing	Availability of all services; Number of users; Type of info provided; Satisfaction; Use of in-house/electronic ILL; ILLs accomplished; ILL delivery time	Use log; User survey; GM user survey; ILL & GM counts
Train library staff, staff of related organizations and users in accessing electronic HIV/AIDS info	Public tutorials; Staff training; Tours	April 1996; Started in Jan. 1996; Started in Jan. 1996 Ongoing	Training program developed; Number of training sessions held; Number trained; Evaluation of training	Completion of tasks; Counts
Provide programs on HIV/AIDS related topics		Quarterly	Number of programs held; Attendance; Later use of services	Completion of tasks; Counts

Matrix Instructions

Use the matrices to provide an overview of your project in terms of the services you will provide, the population groups that you will reach, and the organizations that you will partner with. The matrices will provide us with summary information on how you plan to carry out your project and on how you plan to evaluate it. Use as many rows as necessary to describe your project. You may be able to reduce the amount of narrative text through the effective use of the summary matrices.

Services matrix:

The first column should indicate the major services proposed; for example collection development, promotion, training, Grateful Med access, Internet access, or programming. An example service might be "train library staff, staff of related organizations and users in accessing electronic HIV/AIDS information". Under the methods columns, indicate the tasks that need to be performed to plan and execute the service, for example "develop training module". In the timeframe column, indicate when tasks will be carried out.

The last two columns of the matrix should reflect your plans for evaluating your project. We are interested in two general types of evaluation related to services:

1. Did you complete the tasks you set out to?
2. Were the services used?
3. What factors contributed to success or failure in carrying out tasks?

In most cases, the method for evaluating whether or not a task was completed is simply to record the fact that it was. Questions 2 and three are likely to require such evaluation methods as tallies or counts of activities and the reflections of people involved in the project about how well particular approaches worked. An elaborate evaluation plan is not required; focus on the questions that you think are key to understanding your project.

Target community matrix:

The first column should focus on the particular groups to which services will be provided, for example "affected individuals within our county" or "staff and clients of county prevention programs and services". Create separate rows of the target community matrix for groups that you will provide different services to. In general, complete the columns of the target community matrix in the same way that you did the service matrix. In the last two, evaluation-related, columns focus on awareness and use of your services by the target community and, where possible, the effects of the services on users. Among the evaluation methods to consider are tallies or counts of services used and some sort of user survey in which you determine whether or not users were satisfied with the service they received and found the information useful.

Partners matrix:

The first column of the partners matrix should indicate the different groups with which you will work to carry out your project, for example, particular community-based organizations, government units, or libraries. In the methods column, indicate activities that will be carried out both jointly (e.g. joint development of a training session) and separately (e.g. the library will distribute brochures for you). In addition to completing the specified tasks, an evaluation method that you might find useful for partnership activities is a phone call or visit to the partner at the end of the project to obtain their assessment of both the project and the partnership.

ATTACHMENT G**STANDARD AWARD
[NAME OF ORGANIZATION]
[NAME OF PROJECT]**

Type of Activity	Check if applicable	Comments
Internet Access		
Purchase Computers		
Training of clients		
Training of staff		
Training of general public		
Document Access (interlibrary loan, purchase books, etc)		
Resource Development (development of fact sheets, brochures, databases, etc.)		

Comments:

STANDARD AWARD
[NAME OF ORGANIZATION]
[NAME OF PROJECT]

Type of Organization(s) Involved in Project

Type of Organization	Check if Lead	Check if Partner (check all that apply)	Names of Organizations (Indicate Lead)
Community Organization			
Health Sciences Library			
Public Library			
Other Library			
Clinic			
Health Department			
Other Healthcare Organization			
Academic Organization			
Other – Specify			

Comments:

STANDARD AWARD
[NAME OF ORGANIZATION]
[NAME OF PROJECT]

Target Populations (check all that apply)

Types of Populations	Check if Primary Target(s)	Check if Secondary Target(s)
African Americans		
Asian/Pacific Islanders		
Hispanic Americans		
Native Americans		
Gay/Lesbian/Bisexual/Transgender		
Males		
Females		
Sex Workers		
General Public		
Students		
Substance Abusers		
Incarcerated Populations		
Prison Personnel		
Teens		
Seniors		
People living with HIV/AIDS		
Health care providers		
CBO staff/volunteers		
Librarians		
Other – please specify		

Comments:

ATTACHMENT H**STANDARD AWARD
National Library of Medicine
AIDS Community Information Outreach Program****Checklist for Submission**

This checklist is intended to help you; it is not a requirement and does not need to be included in your proposal. This list includes information that reviewers look for and use in evaluating the proposals.

- ☐ Cover sheet with:
 - ☐ Title of Project
 - ☐ Name of Proposing Organization
 - ☐ Contact Information (technical and administrative, if different)
 - ☐ One paragraph abstract/summary
 - ☐ Proposal Category
- ☐ Statement of Work
- ☐ Resumes/CVs of proposed personnel OR Position descriptions with job requirements for empty positions
- ☐ Letters of commitment from formal partners
- ☐ Letters of support from community or other relevant groups
- ☐ Matrices and other forms
- ☐ Documents that show evidence of relevant experience such as samples of training materials developed, web sites, promotional materials.

Components of Statement of Work

Goal(s) – Describe in detail the goals of the project and how the requested funds will help accomplish them. A goal is a broad statement describing the ultimate benefits that the project will work toward accomplishing by the end a successful project. Information outreach project goals often include improving access and use of health information.

Objective(s) – Describe the expected results and benefits for each measurable objective as it relates to the criterion of the RFQ and the goal of the project. There are different kinds of objectives, but they are generally steps required to achieve the stated goals.

Discussion – Address the accomplishments of each objective including the outcome(s), the target population, and what resources will be used. It is very important to fully discuss **HOW** you will accomplish each objective. Measurable objectives are the most important part of the entire proposal. For example, if training is a component of the project, make sure that a description of the content of the training is included in the proposal.

Target audience – Describe the target audience(s) including your connection with these groups. Discuss the need for the project that is being proposed for this audience. If you cannot refer to a formal needs assessment, provide other types of supporting documentation including demographic information.

Personnel – Describe the people who will be carrying out the project. Who will be responsible and what are their qualifications? Relate their qualifications to the work that will be done. If personnel will be hired to do the work, include the job description and the requirements for the job.

Evaluation – Methodology for Measuring Success - Discuss how you will know whether your project is a success. Describe what the project will accomplish and *how* you will measure the progress made. Some relevant examples of evaluation tools include: conducting pre and post tests for training activities, assessing how frequently someone uses a new tool, and measuring change in the number of hits to a web site after a promotional activity.

Helpful Hints

Comments from previous review groups

- The statement of work should be clear, concise and reasonably comprehensive. You should assume that the reviewers do not know about you or your organization and you should tell them clearly what you propose to do and how you will do it. You should be able to state this in no more than ten pages.
- Letters of support or commitment should be individualized and not appear as form letters simply signed by the sender. Letters of commitment should state specifically what each partner will do – what their responsibilities are – what their contribution will be. Support from local community representatives and potential users is viewed favorably and letters from relevant organizations is helpful (e.g., health department, churches, clinics, service organizations)
- The reviewers do not look favorably on a proposal to develop “yet another AIDS-related web site.” If you propose a web site as a significant part of your project, you should include substantive discussion about why this is important. For example, is there something unique about what you are doing – providing access to a unique and useful local resource, developing a web site in another language or for a specific culture not otherwise available.
- CONTENT – CONTENT – CONTENT: Make sure that you include a discussion of content. If you are developing materials make sure to include discussion about the content and make sure that the people doing the work are qualified. For example, if you are developing a web site that, among other things, will include web links you should discuss how those links will be selected (selection criteria are useful).
- Do not include excessive information or excessive supporting documentation. Include only information and documentation directly relevant to this project and proposal.